

LITE Version



# **AMERICA'S ARMY:** **THE STRENGTH OF THE NATION™**

Official 2007 Brand Toolkit LITE  
Version 1.2 (For Non-Graphic Professionals)

# Introduction

## The Campaign

**America's Army: The Strength of the Nation** encompasses the fundamental principles that make the U.S. Army the country's ultimate instrument of strength. Highlighting Soldiers, families and Army civilians, this campaign examines the people who defend the flag and protect our country. At the heart of this is the American Soldier. Supported by family, comrades and Army civilians, the Soldier represents the epicenter of strength and this campaign showcases the source of our nation's resolve.

## Toolkit Overview

The **Official 2007 Brand Toolkit LITE** is for non-graphic professionals looking to recreate the visual look of the **"America's Army: Strength of the Nation"** campaign. This book contains various examples of the brand's look and feel. In conjunction with this booklet an online toolkit resource containing jpeg versions of the logos and information on ordering a promotional **"Toolkit in a Box"** can be found at:

**[www.army.mil/07-brandtoolkit](http://www.army.mil/07-brandtoolkit)**

# Approved Colors

## Description

The approved colors for the 2007 Army Brand are divided into two palette categories. The Primary Color Palette and the Secondary Color Palette.

### Primary Color Palette

Is used for the Primary Brand Marks and Footer Mark.

### Secondary Color Palette

Is used for the Extension marks.

## Primary Color Palette



**Black**  
rgb r: 0 g: 0 b: 0



**Medium Grey**  
rgb r: 93 g: 92 b: 94



**Medium Gold**  
rgb r: 220 g: 168 b: 14



**Light Gold**  
rgb r: 255 g: 203 b: 31



**White**  
rgb r: 255 g: 255 b: 255

## Secondary Color Palette



**Dark Grey**  
rgb r: 60 g: 58 b: 60



**Dark Green**  
rgb r: 48 g: 50 b: 7



**Dark Brown**  
rgb r: 61 g: 48 b: 31



**Tan**  
rgb r: 197 g: 192 b: 177

## Primary Marks (on black)

### Description & Intended Uses

The following logo marks can be used for various applications within the **America's Army: Strength of the Nation** campaign. Such uses may include binder covers, PowerPoint presentations, email footers, homecoming banners, decals and t-shirts, etc. Both the black and the white versions of these marks are approved for immediate implementation.

Note: Jpeg versions of these marks are available at:  
[www.army.mil/07-brandtoolkit/lite-downloads.htm](http://www.army.mil/07-brandtoolkit/lite-downloads.htm)



Centered

**AMERICA'S ARMY:** THE STRENGTH OF THE NATION™

Horizontal (one line)

**AMERICA'S ARMY:**  
**THE STRENGTH OF THE NATION™**

Horizontal (two lines)

**AMERICA'S ARMY:**  
**THE STRENGTH OF THE NATION™**

Vertical

# Primary Marks (on white)

## Description & Intended Uses

The following logo marks can be used for various applications within the **America's Army: Strength of the Nation** campaign. Such uses may include binder covers, PowerPoint presentations, email footers, homecoming banners, decals and t-shirts, etc. Both the black and the white versions of these marks are approved for immediate implementation.

Note: Jpeg versions of these marks are available at:  
[www.army.mil/07-brandtoolkit/lite-downloads.htm](http://www.army.mil/07-brandtoolkit/lite-downloads.htm)



**AMERICA'S ARMY:**  
**THE STRENGTH OF THE NATION™**

Centered

**AMERICA'S ARMY: THE STRENGTH OF THE NATION™**

Horizontal (one line)

**AMERICA'S ARMY:**  
**THE STRENGTH OF THE NATION™**

Horizontal (two lines)

**AMERICA'S ARMY:**  
**THE STRENGTH OF THE NATION™**

Vertical

# Footer Marks

## Description & Intended Uses

The brand footer is intended to complement the primary brand while showcasing Soldiers, Families and Army Civilians. As an extension of the primary brand, it will appear in conjunction with **America's Army: The Strength of the Nation** as a supporting thematic element. Both the black and the white versions of these marks are approved for immediate implementation.

**Note:** Jpeg versions of these marks are available at: [www.army.mil/07-brandtoolkit/lite-downloads.htm](http://www.army.mil/07-brandtoolkit/lite-downloads.htm)

# Extension Marks

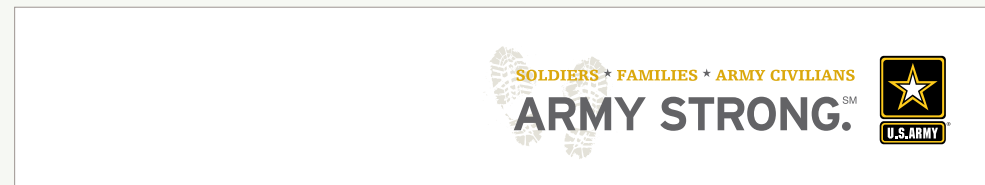
## Description & Intended Uses

The brand extension could be used for various applications such as decals, presentations, T-shirts and email footers. It is intended to extend the primary brand and footer treatment, creating a more robust suite of brand mark options. Any version of the marks to the right may be used.

**Note:** Jpeg versions of these marks are available at: [www.army.mil/07-brandtoolkit/lite-downloads.htm](http://www.army.mil/07-brandtoolkit/lite-downloads.htm)



On Black



On White



Dark Green



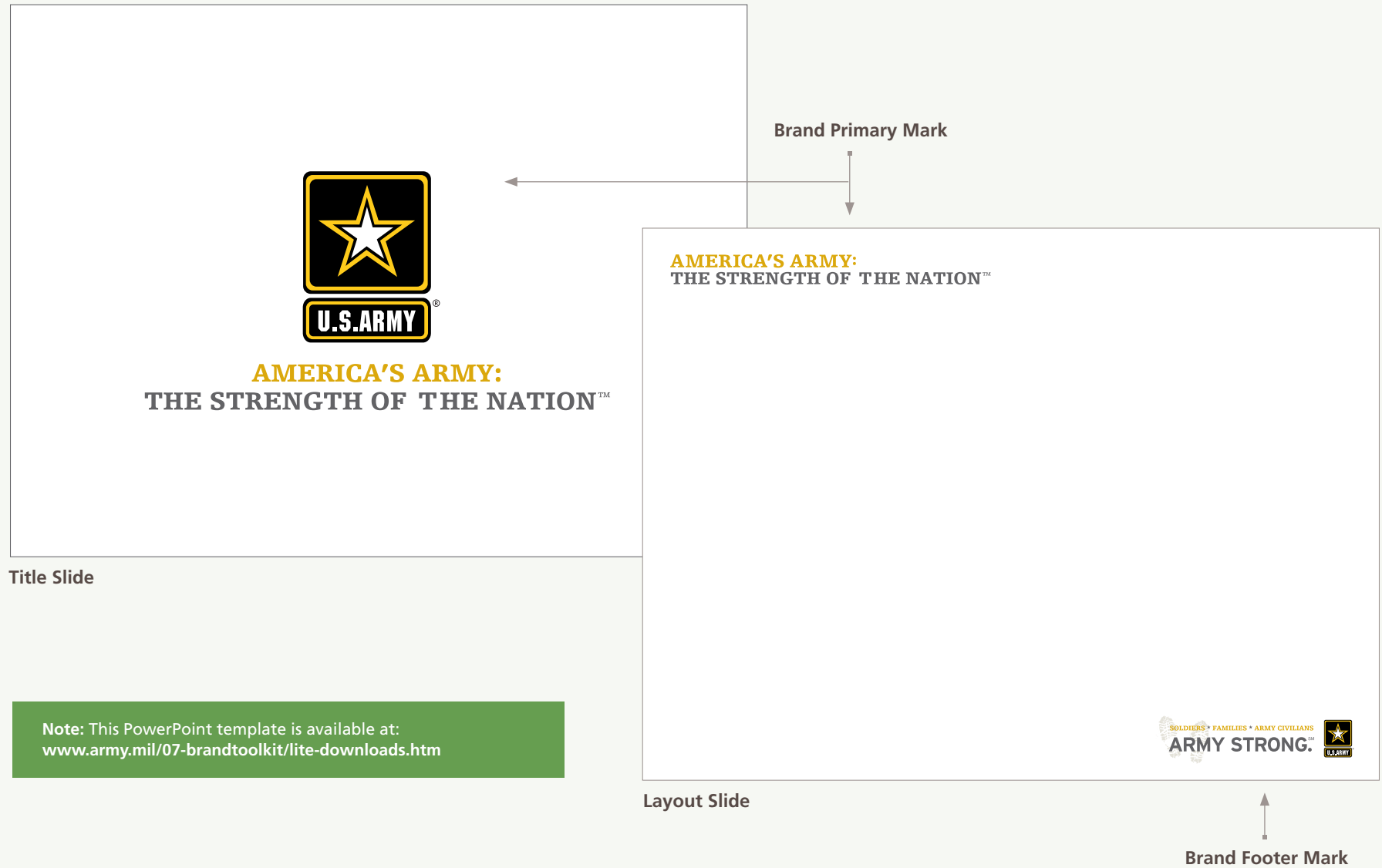
Dark Grey



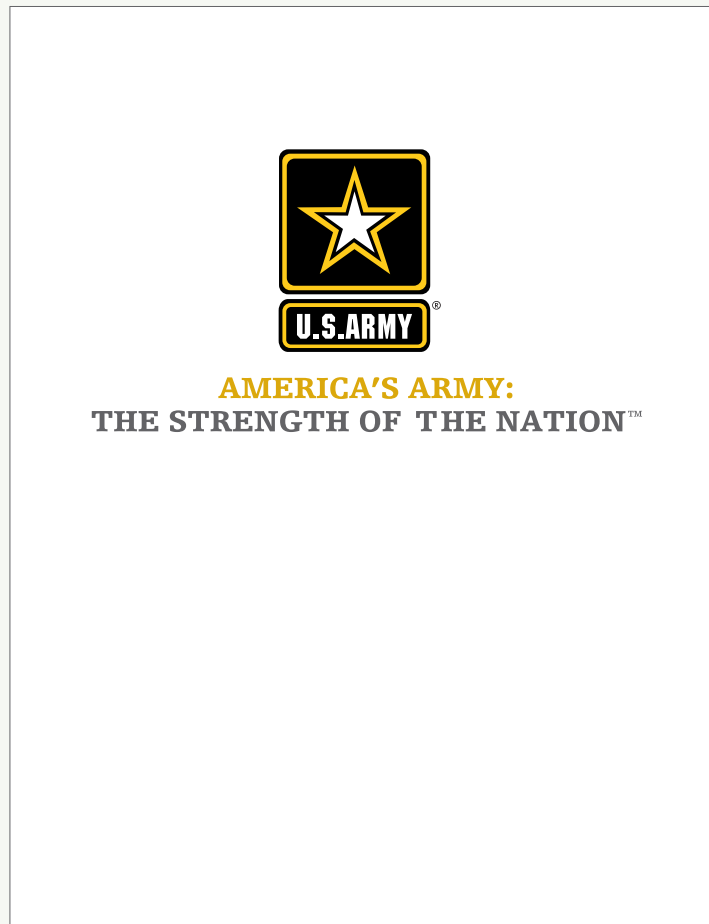
Dark Brown



# Example Usage - PowerPoint Template (version 1)



# Example Usage - Binder Cover & Spines



Note: These items will be available in the "Brand in a Box" promotional kit at: [www.army.mil/07-brandtoolkit/brandinabox.htm](http://www.army.mil/07-brandtoolkit/brandinabox.htm)

← Brand Primary Marks



## Example Usage - Vinyl Banners

